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WAR FOOD ADMINISTRATION  
EXTENSION SERVICE  
Washington 25, D. C.

REPORT ON COOPERATIVE EXTENSION WORK WITH MAGAZINES\*

June 1, 1944 -- March 1, 1945

By Clara L. Bailey, Division of Extension Information

During the 8 months covered by this report, we were in touch with representatives from more than 60 magazines. All these contacts do not show immediate results. Some were made to verify a fact stated in an article not directly connected with the Cooperative Extension Service; some were made to develop articles which did not make the grade; and sometimes satisfactory information was not available. Even then, perhaps all the work was not lost, for there is one more writer or editor who knows a little more about the work of the Cooperative Extension Service.

Some of the principles on which the work is being developed are: (1) Make the maximum use of the channels open through the Department Information Service and the Office of War Information; (2) give quick and efficient service to all requests from magazines; this means cooperation from State editors and our own staff; (3) keep track of all contacts with magazine representatives so we shall know who has been here and what they were interested in, whom they saw, and what they may want in the future; (4) develop a mailing list which can be used for special mailings; (5) assemble series of pictures on different extension activities of timely interest to use as a graphic aid in talking to writers and editors; also have short, concise fact sheets prepared on specific activities.

This report is not exhaustive but will indicate where and how some magazine contacts have been made.

For the purposes of this report, the national magazines and other outlets mentioned have been classified as follows:

	<u>Number</u>
Magazines of general interest.....	11
News and feature syndicates, dailies.....	7
Women's magazines.....	8
Youth magazines.....	5
Agricultural magazines.....	9
Professional journals.....	7
House organs and trade publications.....	10
Government periodicals.....	7
Miscellaneous.....	4
Total.....	<u>68</u>

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\* Also includes news services, newspapers, and books.



Classified by subject matter, the activities on which we have worked are:

	Number
4-H Club.....	19
Women's Land Army.....	18
Work simplification.....	9
Home demonstration work.....	9
General labor program.....	12
Veterans' program.....	5
County agent work.....	4
Family post-war adjustments.....	8
Good neighbor student program.....	5
Housing.....	1
Older youth.....	1

#### GENERAL MAGAZINES

##### Collier's

Became interested in tractor schools for women through Miss Wheeler. Kansas pictures, both kodachrome and black and white, sent to them. Sent telegram to extension editors, Kansas, Nebraska, and Maine, for this year's plans which were relayed to editors through M. Bernice Wheeler. Finally gave up the idea owing to space shortage.

Mrs. Maurice Merryfield, free-lance writer, came to office looking for stories about veterans going back to land, to be used in Collier's article. Letters sent to six editors asking for such material. Anna Jim Holman following through on this.

##### Saturday Evening Post

November 18. Story carried by Harold Titus entitled "Please! No More Crackpot Land Schemes for Veterans." Mr. Titus wrote Director Wilson about such a story last July. Full information about places where work was under way was sent to Mr. Titus, who then visited North Dakota, Minnesota, and other places mentioned. He gives the Extension Service a good word and quotes directly from Director Miller of Minnesota.

September 9. An editorial, "The Farmer Has Performed a Miracle in Production," was based on Mr. Sheffield's report on county agent work for the year. Sent to Dutch Keilholz on the Country Gentleman staff by Mr. Schlup. Mr. Keilholz, formerly extension editor in Illinois, called it to the attention of Saturday Evening Post editors.

##### Pathfinder

February 22, 1945. Item about meeting of research and extension workers with manufacturers of equipment at Cornell University. Information from Miss Rokahr. Called Alice Nichols, who sent Miss Peterson down to get the story.

Alice Nichols planned to run story and pictures of 4-H Club work after fact sheet had been sent to her through the mail -- to be run during 4-H Club Week.



December 4, 1944. Three-fourths of a column, "Easy Does It," based on talk by Mary May Miller at outlook conference (illustrated with three sketches).

November 27, 1944. Picture of Gwendolyn Ward, 'bread-baking champion of Virginia, with legend on 4-H work, given to Mrs. Webb on visit to office.

November 20. Picture of using two hands in dusting which is a part of extension work-simplification program. Tip given to Miss Peterson, who wrote after interviewing Miss Rokahr.

September 25, 1944. South Dakota picture with legend given to Mrs. Webb on one of her visits here.

Alice Nichols and Evelyn Peterson attended outlook meetings on work simplification at our suggestion. Alice said she got three ideas which she would follow through. Miss Peterson interviewed Mrs. Dickerson of Arkansas about their home-made homes program. Didn't get enough information about them, so Dr. Kirkpatrick of the Pathfinder staff was asked to put Arkansas in his itinerary on the next trip out. Both the extension editor, Mr. Newis, and Miss Bonslagel were written about the proposed trip. Miss Bonslagel wrote me that Dr. Kirkpatrick had been there and seemed to get the information he wanted. Miss Peterson also interviewed Mrs. Freeman about household accounts during the Outlook,

At our suggestion, Ted Kincaid of the Pathfinder staff interviewed Director Oldroyd of Alaska and prepared an article about him. The interviews were arranged here and a picture was supplied.

#### Reader's Digest

Dudley Pendleton had written a letter to County Agent Nichols about his post-war planning committee, which I saw when I was in Hamilton County, Iowa. Miss Wheeler called him up on my return and sent him all the additional material I had collected. She also sent the letter she received from County Agent Nichols, which she felt was a "good sample of Americana." Mr. Pendleton has expressed his appreciation, but I don't know what will come of it.

#### Parade

Upon request by telephone from Miss Marion Teuter of New York, George Pace sent a selection of pictures to illustrate an article they had in preparation. November 7, 1944.

In the issue of September 10, feature story on the county agent with four-page picture lay-out. Katharine Smith called up to get name of counties to visit, and Mr. Rief of Parade was referred to Sam Reck who worked with him in getting pictures and story.

#### This Week

Article by Priscilla Jaquith on family post-war adjustments based on interview with Mrs. Lynde, arranged by telephone when Mrs. Lynde was in New



York. Editors have now decided they want to run two or three short articles rather than one long one. Miss Jaquith was in the office late in February and said the editors were still interested, had just called her about it, but nothing definite was decided. We have agreed to have mimeographed hand-outs for those who respond to the article.

Article prepared on Dr. Pinheiro and inter-American student program by Ben M. James, but owing to his accidents it was never revised and used. It may still be revised.

#### Look

Miss Edna Bennett visited the office and took six pictures away with her.

#### Life

4-H Club story from Georgia in the hands of the editors but no decision made yet. Started when Sally Cook and Mr. Eberhardt went to New York for Sally to make a broadcast. Bernice was notified that she was there and made date with Marie Sermolino of Life, who was impressed with Mr. Eberhardt's account of club work and asked him to send her additional material and pictures of girl who might be used to tell story of 4-H. We wrote Extension Editor Carmichael who helped Mr. Eberhardt, and material was submitted to Miss Sermolino who was very much pleased with it.

Mrs. Martenson's report on home demonstration agents in South Dakota was sent to Miss Sermolino by Miss Bernice Wheeler.

#### Free America

Article by R. F. Beasley, editor, Monroe (N.C.) Journal, on work of County Agent Tom Broom, arranged through Frank Jeter, North Carolina extension editor.

#### Magazine Digest

Mrs. Lynde's material on post-war family adjustment sent to Anne Fromer at the executive offices, Toronto 4, Ont.

#### Survey Graphic (midmonthly)

October 1944. Under Education, an item about Mrs. Lynde's post-war family adjustment.

### NEWS AND FEATURE SYNDICATES; DAILIES

#### International News Service

At Mr. Schlup's suggestion, Sam Reck suggested to Henry C. Prince, editor of International News Photos, that they make a series of pictures on the home demonstration agent similar to the series they had prepared on County Agent Raymond Stone in Berger County. Sam wrote to Bernice about it, too; and she followed through with it. INS was interested and asked for suggestions on counties which would be good to visit. Miss Wheeler called



Washington, and Dr. Lucile Reynolds called Cornell for suggestion on New York agents. They considered the question among various members of the staff and sent special delivery letter the same day, which was telephoned to Bernice. Murray Traister, INS, handling assignment.

Oeing to bad weather, the photographers did not get out to Nassau County, which they had chosen; and nothing further has been done, though Miss Wheeler has checked a few times.

William Thompson, OWI man from New York, who handles syndicates, came into the office looking for material for Bell Syndicate. Both pictures and background material were given to him. He telephoned the next day, saying they were satisfactory and asking for several more copies of each. I tried to interest him in a picture story on the home demonstration agent; he thought it had possibilities, promised to make inquiries at INS to see if they could be persuaded to go ahead with their plans or why they were not. If it finally did fall through, he thought he could interest some other syndicate.

#### Western Newspaper Union

Carl Hancock wrote a 1,000-word article on the Women's Land Army for them at the request of OWI. Pictures were supplied to go with it.

#### AP

Featured page lay-out of George Pace pictures on peanut harvest. Released October 7, 1944.

#### NEA

Miss Wheeler has approached them on Women's Land Army article, but no definite results yet.

#### Central Press

Pictures of the Women's Land Army and background material sent through Office of War Information.

#### New York Times

Bess Furman attended the session on work simplification at the annual outlook meeting, at our invitation, and has written two items on household accounts since then.

September 21. Article on Mrs. Lynde's post-war family-adjustment work written by Bess Furman. We suggested the idea and arranged the interview. Mrs. Lynde has had hundreds of requests for her material on 21 problems in family adjustments since then.

August 31. Article on home demonstration work. Bess Furman had received the request for such an article from New York. Interviews were arranged and material on organization and set-up was given to her.



Washington Star

Article on 4-H Clubs, "Kids, Let's Go Places!" by Betty Miles after interviewing Ray Turner. On Woman's page, November 17.

Article on 4-H Club week by Jessie Fant Evans, after interviewing Miss Warren, February 15.

WOMEN'S MAGAZINES

Woman's Home Companion

Editor called Bernice Wheeler in New York late in summer about using picture of girl doing farm work as cover for magazine's section for young people.

She called Mr. Schlup to be sure we were putting on labor campaign this year. They say they plan to use the picture with emphasis on labor contribution of young folks.

Mrs. Kathleen Small of the Women's Land Army interviewed the managing editor, Mr. Birnie, when in New York last October. He was willing to use a WLA article if he could get the kind he wanted, but he wanted a pretty good one. Miss Wheeler is following through on this.

September issue. Four-page spread--pictures and text on 4-H Club work by Elizabeth Ambrose, fashion editor, Lucie Lyons, and Hazel Rawson Cades, good-looks editor. They made contact with the National Club Committee and took their own pictures of 4-H girls in Shelby County, Ind. Miss Cades, who attended the Spool Cotton luncheon for magazine editors in New York in October, said that they had a fine response from this article and were very much pleased with it. Miss Cades also attended 4-H Club Congress in Chicago and talked over another 4-H Club article with Miss Holman.

Bess Furman of New York Times was so much interested in Mrs. Lynde's material that she decided to try a magazine article. Bernice Wheeler consulted Mr. Birnie, managing editor, for her, and he agreed to take it. Bess wrote the article, which has now been accepted for early publication. It is to be under Mrs. Lynde's byline.

McCall's

Washington Representative Christine Sadler attended the work-simplification session of the Outlook conference at our invitation.

Miss Wheeler tried to interest editors through their beauty editor, Miss Hildegard Fillmore, in doing a story on Women's Land Army but was unsuccessful.

House Beautiful

Sara Little, one of the editors, attended the Spool Cotton luncheon and was interested in the 4-H Club member from Nassau County. Went out there to visit her to get room-improvement story. It was not exactly what she wanted, so we put her in touch with Marjorie Quinn of the New Jersey Extension editorial office, who is working with her to find the right kind of 4-H room



### Mademoiselle

Jobs and future editor, Miss Polly Weaver, wrote for material and pictures. Later, she came down herself to interview Miss Hall. Article was sent in for checking and proved to be an excellent article.

### Glamour

Pictures of the Women's Land Army sent to Mrs. Natalie Shasted of Glamour magazine at request of Miss Wheeler. To be used as part of "Summer Wartime Jobs," a spring feature.

### Charm

Kenneth Boord, assistant extension editor in West Virginia, is selling an article on Women's Land Army to Charm magazine for early spring issue. Background material and pictures have been supplied from here. He has kept in close contact with Miss Hall who is helping him supply the national facts he needs. He has written to the Women's Land Army supervisors in all the States to get the need for women farm workers and the plans for recruiting them. He got responses from more than half of the States, and Miss Hall helped him fill in the others.

### Ladies' Home Journal

Kenneth Boord also queried them about WLA article. They told him to go ahead and submit one, which he is doing. We are supplying pictures and suggestions.

### Dell Publications

Mrs. Small and I talked to Miss Dean, foods editor of the Dell Publications, at request of Mrs. Herrick of Magazine Bureau of OWI last October. She has since left and gone to General Foods, but Miss Wheeler is following through on this original contact.

## YOUTH MAGAZINES

### Seventeen

A new magazine, on the lookout for material interesting the age group, 14 to 17, sent a representative to the 4-H Congress in Chicago at Miss Wheeler's suggestion. Miss Holman, Mr. Fulghum, and Miss Warren looked out for her there. Story written for March issue by Sylvia Schur of New York staff. Submitted to this office for approval and pictures furnished by this office. It is a double-page lay-out and looks very nice. Miss Wheeler followed through with this.

Another story on the Victory Farm Volunteers appears in April issue. The VFV furnished material for this story written by a free-lance writer. It did not turn out satisfactorily, however; and the article was rewritten by staff writer and not submitted for checking.



### Seventeen, Continued

Sylvia Schur visited office on February 27 and talked to 4-H staff. Interested in article on canning tomatoes. Interested in New Jersey motion picture on the subject and suggested she get in touch with Marjorie Quinn of New Jersey editorial office, Extension Service. Put her in touch with OWI Magazine Bureau and Office of War Manpower, which she wanted to visit.

### Calling All Girls

Mrs. Frances Ullman, editor, attended Spool Cotton luncheon and took picture and story of Agnes Doody of Connecticut, used in the talk at the luncheon. Plans to use it in early issue.

Sent, December 8, picture of Connecticut girl who was to christen ship at South Portland, Maine, the middle of January.

### National 4-H Club News

Pictures and story of Hawaiian 4-H hero honored at extension luncheon, written by W. A. Lloyd, pictures furnished from here. A selection of best recent 4-H Club pictures furnished Ken Anderson as they are taken, after each trip.

### The Scoop (Ladies' Home Journal youth publication)

Ewell Sale wrote January 18 asking for pictures and background material on VFV, which he said he wanted for full page in May issue. Material sent January 25.

### Modern Miss

Published by the Butterick Pattern Co. Miss Caroline Hutchins, editor, attended the 4-H Club luncheon in New York put on by Spool Cotton Co. and took some pictures of 4-H Club work displayed there.

## AGRICULTURAL MAGAZINES

### Southern Planter

November 1944. Three of our pictures in picture story, "Home Demonstration Clubs Do War Work."

January 1945. A two-column story on the Women's Land Army supplied from Virginia but using three of our pictures. Article by Mena Hogan, "Farm Women Work Together," using one of our pictures.

### Country Gentleman

February issue started a regular feature of young people's forum under the direction of Ruth Hogeland. Second story appears in March. Miss Hogeland came to Washington when she was getting together plans for this page. Interviews were arranged with Miss Warren, Director Wilson, Mr. Turner,



### Country Gentleman, Continued

Mr. Ingwalson, Mr. Merritt, and others. She was referred to Dr. Kirkpatrick of the youth section of the Country Life Association and information about their annual meeting in Fredonia, N. Y., was supplied to her as soon as available. She attended this meeting and got in touch with some of the young people she is using in these first features.

December issue has an article on 4-H leadership awards, by Ruth Hogeland, based on material obtained on a visit to Washington. Pictures were supplied for this feature.

Ellen Betsch, another associate editor, made a trip to Washington to get acquainted with department people who might help her. Arranged interviews with Ruth Van Deman, Miss La Follette, Mrs. Lynde, Dr. Reynolds, and others of the staff in whom she seemed to be interested. She made a second trip down to get more information on health programs, and interviews were arranged with Dr. Mott and the editor of Farm Security Administration at her request, also T. Swann Harding, who had just returned from a visit to Taos, N. Mex., health cooperative.

In October, visited the Country Gentleman office in Philadelphia, talking to a staff conference of the women editors and holding personal conferences with Editor Bob Reed, Mr. Keilholz, Mr. Nicholson, and others.

### Farm Journal

Visited staff in Philadelphia in October, seeing Beth Cummings, Miriam Williams, John Rolf, and Carroll Streeter. Beth Cummings visited Washington November 19 and 20. Arranged interviews with 4-H Club people and gave her outlook material.

Sent all the material I had on the Hamilton County, Iowa, post-war planning committee work, together with a long letter describing my visit there, to Carroll Streeter at his request.

### The Progressive Farmer

William LaRue, assistant editor, visited office, talked to Mr. Schlup and Miss Bailey and visited photographic files, selecting several dozen pictures which he thought they could use. December 7, 1944.

### Rural New Yorker

August issue, page 384. Article on WEFS of Maine. Item on women cow testers, page 384, supplied by this office. Clara Bell Woolworth, after writing to us about material, decided she knew a WEF in Maine and would try to obtain a story from her. Miss Woolworth died about the first of the year.

### Dairyman's League News

July 18 issue carried Women's Land Army story, based on material sent to them.



### American Agriculturist

August 5 issue used one of New York emergency labor pictures sent to Mabel Hebel, assistant editor.

### Successful Farming

Article being written by Mrs. Kathleen Small on Women's Land Army at their request.

### Better Farming Methods

Article on Extension Institute submitted, signed by Ray Turner.

## PROFESSIONAL JOURNALS

### Journal of Home Economics

Worked up a list of possible stories on extension work in cooperation with Miss Rokahr (on the editorial advisory committee) which was presented to Editor Helen Hoefstetter.

### Educational Leadership

An NEA publication which used three of our pictures to illustrate an article on discussion. Mrs. Louise McCue, editorial assistant, came to the office to select the pictures.

### Vocation Trends

Background material and pictures on the job of country agricultural agent and home demonstration agent furnished Assistant Editor Nancy E. Wimmer. Article sent back here for approval on January 6, 1945, and appeared in spring issue.

### U. S. Camera

Edward Fales, formerly managing editor of Click, whom Mr. Pace saw on a trip to New York last year, has asked for biographical sketch and article with illustrations on work of George Pace.

### Practical Home Economics

Article written by Anna Jim Holman, at request of Editor Blanche Stover, on work simplification, based on material from Miss Rokahr, appeared in March issue, and is already bringing in queries to Miss Rokahr.

Miss Stover attended Spool Cotton luncheon for magazine editors and in October took several pictures available there and planned to use some material from South Dakota report on home demonstration work written by Mrs. Martenson.

Sent Oregon story of the work of home demonstration agents in helping women pack and seal gifts of food for boys overseas. Acknowledged, and plans to use in early issue.



## Practical Home Economics, Continued

Picture of Director and Mrs. Wilson at community cannery, with legend about canning program, appeared in November issue.

### Forecast

Editor and coeditor were visited by Miss Rokahr on her trip to New York, arranged by Miss Wheeler that she might talk over work simplification and the extension program with some editors who had expressed interest.

Miss Eleanor Sense, coeditor, attended the Spool Cotton luncheon on 4-H Club work in October in New York City. In talking with me, she said she would be glad to use more home demonstration material if we could get it. In a letter of January 23, she writes that she has prepared three pages of home demonstration news for next issue.

Asked for picture of Florence Hall and story about Women's Land Army for May issue. Picture and story have been supplied.

### Agricultural Leaders' Digest

September. Picture of Director Wilson in community canning center.

November. Picture of Hawaiian 4-H Club boy honored at luncheon.

February. Article on 4-H Congress by A. J. Holman of this office; "The Extension Agent Is the Farmers' Man," by Mr. Boatman; account of Extension Institute by Mr. Schlup, with picture of M. L. Wilson.

January. "Rewards for Leadership" by Ralph Fulghum.

Other issues carried picture of M. L. Wilson, Judge Jones, and Secretary Wickard looking at scrapbook of extension publications on food production, an article on what Extension has done to cooperate with OPA, and others.

## HOUSE ORGANS AND TRADE PUBLICATIONS

### Family Circle (Safeway Stores)

In December 1 issue, cover and feature on 4-H Clubs. A number of pictures were sent to this magazine for consideration as cover page for issue carrying a 4-H article. This was prepared after Miss Wheeler had talked to Mr. Endicott about a 4-H article. He had a California writer who, he thought, could do it. We suggested that the writer get in touch with Mr. Waterhouse, Director Crocheron, and the extension office in Los Angeles, which he did.

### Program Notes for Women's Clubs

A National Association of Manufacturers' service, carried in the July 1944 issue a note on the Women's Land Army. This was the result of Kathleen Small's visit to their New York office.



### Spotlight

June 1944 issue carried a nice article on VFW and WLA, using two of our pictures and a story written by one of their own employees.

### Mississippi Highways

July 1944 issue had cover page on girls doing farm work--one of Pace's pictures--and article on Women's Land Army prepared in this office.

### Percheron News

Sent material from reports and pictures of horses to Percheron News. As result of one of the tips, Glenn Sample got them a story on a colt-breaking demonstration in Washington County, Md. -- a very good item.

### AWVS National Bulletin

August-September issue carried one-column story on need for harvest workers. Kathleen Small made personal contact with the American Women's Voluntary Services on visit to New York.

### National Parent-Teacher

December issue had article by Mrs. Lynde on family adjustment after the war.

### Acco Press

"There's a real job of planning behind those 1944 War Food Production Goals" by Lester A. Schlup, in June 1944 issue.

### The Kraftsman

Producers' Edition, November-December 1944, contains article on the national 8-point dairy program, through the cooperation of Mr. Hunnicutt of the National Dairy Industry Committee working with the Extension Service on the 8-point program.

### County Officers' Magazine

Used six or seven of the late Virginia pictures in the November issue.

## GOVERNMENT PERIODICALS

### Consumers' Guide

February issue carried cover page and four pages of text on Mrs. Lynde's work on family adjustments after the war (illustrated with sketches). Made arrangements for Gean Clark of the Consumers' Guide to interview Mrs. Lynde. Additional material was also supplied from my own experience in Virginia. The article was checked with Mrs. Lynde.

Supplied Review article and items from summary of State activities for Victory Garden article and checked article after it was written.



### Consumers' Guide, Continued

Arranged for interviews with Miss Hall, Mrs. Small, Nancy Blaine, Mr. Pitman, and Carl Hancock for Elinor Price who wanted to write article on emergency farm labor plans. Supplied pictures to illustrate article and submitted a selection for cover page.

Helped get material on care of furniture from extension bulletins for article for Miss Clark and checked article with Miss Rokahr.

### Food and Home Notes

Talked to Helen Douglas about home demonstration activities in making toys, for Christmas story, and checked the story for her.

Discussed other topics on home demonstration activities which might go into Food and Home Notes.

### Land Policy Review

Werner Meyer prepared article on Extension's anniversary for M. L. Wilson's signature. Helped editor, Miss Caroline Sherman, get in touch with Director Oldroyd of Alaska. Promised to review Dr. Jane McKimmon's book on home demonstration work, "When We're Green We Grow."

### USDA

Editor T. Swann Harding prepared article on Dr. Pinheiro of the inter-American student program, at our suggestion. Werner Meyer wrote up Extension Institute article on T. M. Campbell's African trip prepared by Sherman Briscoe. Copy of each issue reviewed by Mr. Schlup. Editor T. Swann Harding taking trip through Ohio, Indiana, Michigan, Iowa, Nebraska, and Pennsylvania, looking over extension activities, February 19 to March 5, and will write up interesting things he sees when he returns.

### Agriculture in the Americas

Dr. Pinheiro had article in November issue. Miss Warren had article in October issue on 4-H Club work in Latin America. Help was given in arranging interviews and supplying background material and pictures.

### En Guardia

Current issue contains three-page article on 4-H Clubs, well illustrated (about four of them our pictures). It was written by Marjorie Ashworth of McGraw-Hill Publications who put this magazine out for the Office of the Coordinator of Inter-American Affairs. An interview was arranged with Miss Warren and special help given in background material and pictures. She is also planning one on the student program but has not been able to find just the material she wants. The magazine circulates in Latin American countries and is lavish in its use of pictures.



### Victory

An OWI overseas publication carried a 4-H Club article with pictures, written by Ruth Ames of OWI, cleared by this office.

### COOPERATION WITH OFFICE OF WAR INFORMATION

#### Book and Magazine Bureau

From time to time, contributions to Magazine War Guide have appeared on 4-H Club Week, inter-American students, and emergency labor programs.

Mrs. Genevieve Forbes Herrick of the Women's Magazines works very closely with us. She came over here to confer with Carl Hancock, Irvin Schmitt, Florence Hall, Kathleen Small, and me on support for labor program in women's magazines. Kit of material on Women's Land Army furnished Miss Davis and Mrs. Kienast of the same office for use in their frequent trips to visit magazines in New York.

The 4-H Club Week fact sheet, the summary of extension work with veterans, "Steer Clear of Land Mines," the 1945 labor-needs handbook, were sent over just as soon as they were off the press.

An interview with Director Oldroyd of Alaska was arranged with Mrs. Kienast, who thought she might be able to interest some of the magazines in her field (motion picture magazines).

Mrs. Herrick supplied list of club and organization house organs to whom Miss Hall wrote in interests of Women's Land Army.

#### Special Writers Division

Mrs. Winifred Webb of this division has used material on Women's Land Army and on Mrs. Lynde's work on family adjustments after the war.

#### Overseas Division

Arranged for interviews with our staff from which Mrs. Dorothy Brandon, covering agriculture, has written a 1,000-word article on the county agent, one on the Women's Land Army, 4-H Clubs, and the veterans' aid advisory committees. These were sent to OWI outposts in some 30 counties. She says there is a great demand for information on extension work, especially from the Near East, India, and China.

### MISCELLANEOUS

At the Chicago 4-H Congress, Miss Anna Jim Holman took care of the magazine contacts. Farm Journal, Country Gentleman, Pennsylvania Farmer, Short-horn World, Charn, American Farm Youth, Progressive Farmer, What's New in Home Economics, Capper's Farmer, Women's Home Companion, Prairie Farmer, Forecast Magazine, and Successful Farming were represented. Miss Holman worked especially with the representative of Seventeen, who was trying to



get her story with almost no background, and with the representative of the Woman's Home Companion. A selection of 4-H pictures was on exhibit there. Picture provided C. S. Kauffman of the Office of Distribution for article he was preparing on how labor shortage was met, for publication in trade magazine.

Miss Rokahr made trip to New York to interview some of the magazine writers interested in writing up work-simplification activities in home-management work. She visited House and Garden; Good Housekeeping; Miss Eloise Davison of New York Herald Tribune; and Miss Eleanora Sense, coeditor of Forecast.

Selection of pictures on 4-H Club work, set on the home demonstration agent and her work, set on the emergency labor program, kept on file with Miss Bernice Wheeler in New York. Additional pictures supplied whenever a photographic trip is made.

#### American City

Article, "Cooperative Extension Helps Village and County Governments," supplied at their request on August 3.

#### Tomorrow

Furnished copy of handbook on inter-American student program for Mrs. Herrick to give out.

#### Books

Illustrations for book, "The American Character," by D. W. Brogan, published by Alfred A. Knopf, provided by George Pace. Book reviews in New York Times Book Review, October 22, 1944.

Katharine L. Fuguet, editorial department of the Grolier Society, publishers of the Book of Knowledge, in letter dated December 14, asked for pictures of boy and girl who won national title and one or two showing some 4-H boys and girls actually at work indoors and out, but doing something that makes an attractive picture.



